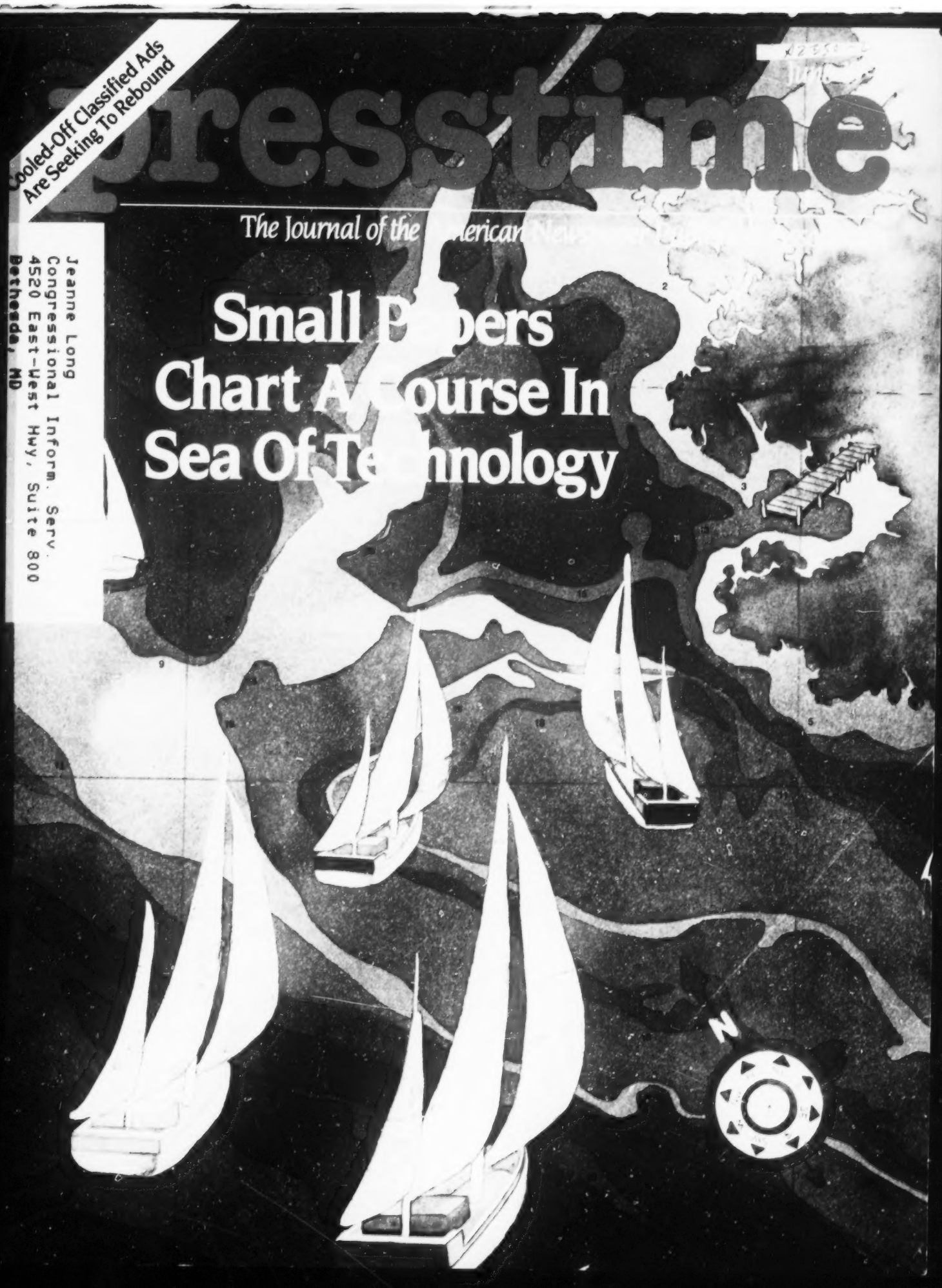
Presstime

The Journal of the American Newspaper Publishers Association

Cooled-Off Classified Ads Are Seeking To Rebound

Small Papers Chart A Course In Sea Of Technology



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presstime

INDEX VOLUME 12, NUMBER 6 JUNE 1990

Special Report *Since the 1950s small newspapers with less than 50,000 circulation have helped to shape and were shaped by new technology as they moved to cold type and offset printing. Today, this progressive attitude toward experimentation is occurring primarily in the prepress area. For example, papers of this size were the first to use personal computers for production purposes. While a few small operations still remain relatively untouched by new processes, most publishers say the constant introduction of high-tech equipment is key to their success.* **36**

Classified action *After nearly a decade of double-digit growth, classified advertising is on the sick list. But some see a recovery by 1991.* **6**

Opening the walls *For years Wal-Mart stores generally spurned newspaper advertising. Now that is changing, in some locations.* **14**

Dial 9-0-0 *Want puzzle answers? Bond rates? A dozen newspapers are experimenting with the pay-per-call services, and even more are in the wings.* **24**

Now hear this! *Some of their comments and complaints might be mundane, but readers deserve to have a sympathetic ear at the newspaper.* **46**

Enlivened obits *There are subtle changes occurring on the obit pages, including an effort to highlight some people who had no special prominence.* **46**

Profile: Daniel F. Persiani *This Pittsburgh Press Co. employee is the epitome of the new newspaper cadre of data-processing professionals.* **50**

Essay: Why so much gloom? *Even during this period of lackluster advertising performance, there are strong reasons to remain confident, says Leo Bogart.* **52**

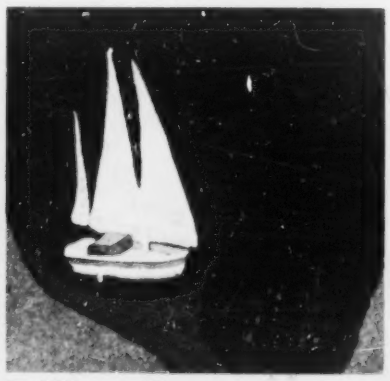
Documenting diversification *ANPA's second survey on newspaper employment of minorities and women shows a positive, albeit modest, trend.* **64**

ANPA/TEC '90 preview *This program and list of exhibitors will help guide you at this month's Technical Exposition and Conference in Las Vegas.* **82**

Slow spending *Overall, the annual survey on newspapers' 1989 and 1990 capital expenditures shows a slight decline. But some categories are booming.* **99**

Clearing the air *The smoke-filled newsroom and business office are becoming relics of history as states and newspapers impose smoking restrictions.* **102**

Classified Advertising, p. 6



Special Report, p. 36
(Cover illustration by Bobbi Tull.)

Wal-Mart, p. 14

Advertisers Index	113	Government affairs	56	Postal	62
Advertising	74	Letters	109	Research	80
ANPA calendar	108	Marketing	69	Speeches	108
ANPA news	112	Minority affairs	64	State and local	65
Chairman's corner	5	News-editorial	70	Syndicates	76
Circulation	76	Newspaper business	110	Technology	82
Education	68	Newsprint	78	Telecommunications	76
Employee relations	102	Overset	114	World press	66

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CHAIRMAN'S CORNER

Newspapers' strengths can serve as foundation for bright future

Now that the 104th annual Convention of ANPA has been concluded, I've had an opportunity to reflect on its outstanding programs. Thanks to Bob Erburu, his talented Times Mirror team and ANPA's excellent arrangements committee, this Convention was one of the best.

Unfortunately, the Convention fell close to soft earnings reports of many public media companies. This, coupled with Convention reports on declining circulation and readership, postal rate increases, concern about structural changes among advertisers, recycled newsprint legislation, and the onslaught of the telephone companies, make the atmosphere a bit gloomy for some.

Lloyd G. Schermer

I believe many in our industry are now undergoing a transition in their thinking about newspapers and our role as it appears to be evolving. I happen to be very optimistic about the future—so long as we make some significant changes in our attitudes and ways of doing business. We need to define our new role.

A newspaper has been and will continue to be a print gateway. For example, we are a gateway to television programming with our TV listings. We are a gateway to products and services advertised by our advertisers. We are a gateway to information about how our local governments are being run. The list goes on and on.

We are just now beginning to perceive how a newspaper serving as a gateway can use telephones for facsimile and other information services.

The gateway concept can be coupled with the fact that we are the only organization in our communities that reaches most of the occupied dwelling units with an inexpensive package of printed information updated every 24 hours. These two strengths appear to me to be a platform upon which we can build, using technological innovations, an exciting future.

If your newspaper's penetration is slipping, read that great report presented at the Convention by our Readership and Circulation Assessment Team, "A Way to Win: Strategies to Evaluate and Improve Your Readership and Circulation."

Then put it to work, not in your drawer.

Problems are the reverse side of opportunities. You've heard the other way of saying the same thing, "Necessity is the mother of invention." Might not necessity now be motivating us to build on our basic strengths in new and different ways?

That was the underlying message of the 104th Convention of ANPA.

Lloyd G. Schermer
ANPA Chairman

Classified Advertising
LOOKING FOR A REBOUND BY 1991

BY ROLF RYKKEN
presstime staff writer

Jerry Rhea leans back in his chair in Bellingham, Wash., relieved that he is not on the opposite coast.

Rhea is enjoying heady times as advertising director of The Bellingham Record, with some of the classified categories up as much as 27 percent in linage compared with the same period a year ago. He knows that most papers in New England are being ravaged by a slump in classified advertising, and he can empathize.

"I've been here since 1969, and I've been through the peaks and valleys," Rhea says. "It is an exciting time (now), and it sure beats the heck out of being down."

Such is the cyclical and regional world of newspaper classified advertising.

After growing an average of 16 percent per year nationally in 1982-88 [presstime, Jan. 1990, p. 64], hot classified has cooled.

Last year classified expenditures in U.S. daily newspapers fell behind retail and national advertising in rate of growth, according to the Newspaper Advertising Bureau, with an estimated gain of just 2.8 percent. (See charts, facing page.) For 1990, the projection is for a flat performance.

While industrywide linage is not measured, the Leading National Advertisers research firm reports that full-run newspaper classified linage declined 3.4 percent in 1989 in the 42 markets it studied.

"Classified was growing so much, it was like an elephant, and when (an elephant) rolls over, everybody feels it," says David A. Benoy, classified advertising director of The Patriot Ledger in Quincy, Mass., who this month is expected to be elected president of the Association of Newspaper Classified Advertising Managers.

The decline was not unexpected. As Rhea in the Northwest and Benoy in the Northeast know, the story of classified advertising is that it provides mirrors of the economy, both regional and national.

The comeback may not repeat double-digit-growth years of the mid-1980s, newspaper executives say.

"It's not like 1985," notes Eileen Dyer, classified advertising manager of The Dallas Morning News, referring to the paper's record year in which it published 57 million lines of full-run classified advertising. The paper's classified volume dropped to 46 million lines last year.

But Dyer and other executives whose newspapers are now suffering believe a rebound is on the way, if not later this year then by early '91. The comeback, they caution, may not repeat the double-digit-growth years for linage and revenue of the mid-1980s.

"I think we'll get ourselves back in line to something more reasonable," says John Kimball, vice president/advertising of The Record in Hackensack, N.J., where classified revenues were climbing about 20 percent and linage by 15 percent annually just three years ago. "I'd be happy if we get a 1-percent volume growth."

Says Jerome S. Tilis, vice president/marketing of Knight-Ridder Inc., "This current slowdown is almost beneficial. Now we can resume a more planned and methodical approach (to classified). Before, business was springing up, and now we have to grow the business."

Newspaper classified departments are fighting not only a roiling economy in many areas but also an ever-increasing number of competitors such as free publications and electronic publishers.

These forces have pushed newspapers to experiment. They are putting out special "niche market" publications. They're offering major discounts for frequent orders of classified display advertising as well as free accompanying photos. They're creating new classified categories. And they're redesigning the classified pages to make them more alluring.

Several papers have heavily promoted major classified display advertisers such as home builders and auto dealers through in-paper ads and contests in the hope of attracting more business.

Other efforts are even more far-reaching.

Newspapers' electronic applications of classified advertising—computer-to-computer remote entry, voice mailboxes, audiotex and videotex, and even the running of classifieds on cable television—are now in their embryonic stages. In themselves these services are seen as

Steve Edmond, Fort Worth Star-Telegram

Scott of the Fort Worth Star-Telegram works on the StarText video classified service.

enhancements, not replacements, of the printed classifieds. Indeed, to place classifieds on any of the handful of newspaper audiotex and videotex services requires purchasing space first in the newspaper, newspaper executives say.

While such services are likely to grow, chiefly as a defensive move against competitors, some newspaper executives question what the benefits are and even whether newspaper customers want them.

Still, they say, it's imperative that newspapers check out every possible avenue toward maintaining and increasing classified-ad sales.

"There is money out there, and you have to be creative to get after it," says C. Dean Welch, classified advertising director of the Atlanta Journal and Constitution and chairman of the ANCAM Telecommunications and Technological Committee.

"It's not gloom and doom," says Knight-Ridder's Tilis about classified, which, after all, still accounted for 38 percent of all ad spending in U.S. dailies last year. "The robust gains in classified will happen again in late 1990 or 1991," he predicts. "We're making millions in classified. . . . It's still an enormous business."

THE ECONOMIC PICTURE. The cooling of classified did not come without warning. In 1987, for instance, Leo Bogart, then the executive vice president of NAB, warned newspaper executives of a coming "pause" in classified's growth [**presstime**, April 1987, p. 22].

The pause that became the slow growth rate of 2.8 percent in 1989 may become even flatter this year, according to Eric D. Anderson, the NAB senior vice president who oversees classified advertising.

Before computerizing in the early 1980s, the Milwaukee papers handled classifieds the old-fashioned way—typing them up and dropping the copy onto a conveyor between the desks.

In the same vein, Knight-Ridder's Tilis speculates that if there is an increase in classified spending in 1990, it will be a result of higher ad rates, not more volume.

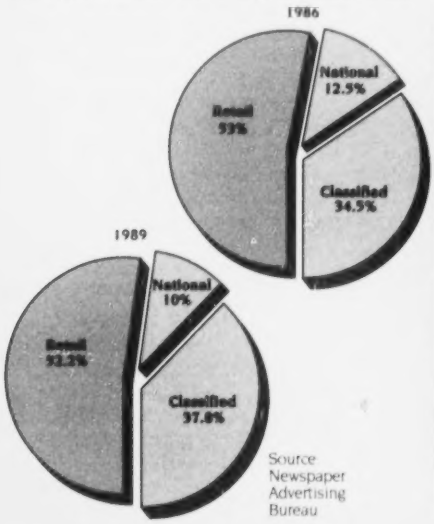
Amid such gloomy projections, ANCAM President Ronald G. Beach, classified advertising director of the San Jose (Calif.) Mercury News, says he believes the industrywide expenditure estimates from NAB, as well as the selected-market linage reports from LNA, are bleaker than reality.

The 700-newspaper-member ANCAM also tracks linage. From the voluntary reporting by about 100 dailies, Beach concludes that classified remains healthier than national and retail. At the ANPA Convention in April he predicted a linage growth of between 1 and 3 percent a year for the next five years, saying that future profits of most newspapers rest on their classified departments "more than it ever has in the past."

Some classified executives like Rhea in Bellingham believe the NAB estimates and the LNA figures show an East Coast bias and thus are skewed by the downward trends in New England and other regions. "They don't tell the whole story," says Rhea. "You've got to look at each region."

THE REGIONAL DIVE. Don Clark, senior vice president for marketing of the Los Angeles Times, calls the economic phenomenon affecting classified a "rolling recession." Clark, who led a panel on the future

Proportion of Expenditures



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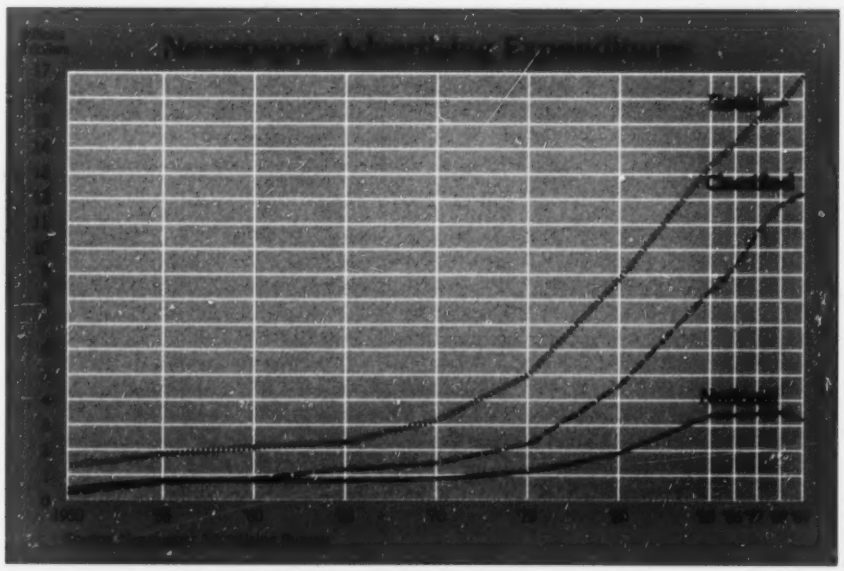

of classified at the ANPA Convention, says in the past decade the wave struck the agricultural states first, then the urbanized Midwest, then the oil states, and now New England and the rest of the Northeast. "It's not that classified is changing," he says, "it's the economy that is changing."

Perhaps the most frustrating aspect of keeping classified healthy is trying to cope with the cyclical nature of the economy, newspaper ad executives say. One type of classified advertising might be up, while another might be down.

When an area's economy is down, "it's hard to hype auto sales or affect the housing market," says The Record's Kimball. "In classified we have million-dollar problems and $12 answers."

In Hackensack, where classified linage dropped 30 percent during the past two years, Kimball says, "We're down, but we may have cycled through a two-year slide in classified." He is projecting small linage gains in the final months of 1990, as do some other newspaper people in similarly affected areas like New England and the Southwest.

Says Dyer in Dallas, "Most economists will tell you that you'll hit bottom and go up from there. . . . You've got to recognize that it will come back and not to give up."

Dyer speaks from the experience of having endured a down cycle that is now turning around. She foresees a classified linage gain at the Morning News of about 2 percent this year.

Some papers are taking solace from the Texas upswing. "Texas had it bad for a long time, and they may be seeing light at the end of the tunnel," says Robert C. Ballentine, advertising director of the Worcester (Mass.) Telegram & Gazette and chairman of the Classified Committee of the International Newspaper Advertising Marketing and Executives association. "I'm optimistic that within a few months we'll level off and trend upward by the end of the year, and we'll be seeing the light at the end of the tunnel."

WHAT TO DO. While the cyclical nature of classified often necessitates some waiting, this does not mean *passive* waiting, newspaper executives say.

"The light you see at the end of the tunnel is the light you turn on. Someone is not going to come and turn the light on for you," observes Ron R. Sellars, classified advertising director of the Houston Chronicle.

Last year the Chronicle enjoyed a full-run linage gain of 4.6 percent—its first growth spurt since 1985.

While the Houston economy began improving in 1988, contributing to increases in real estate and automobile classifieds, the Chronicle also acted to boost linage. "Even in the worst of times we were looking to what we could do to introduce things customers need," Sellars says.

During the past decade, he says, the paper introduced 600 special sections or theme pages aimed at luring advertisers to the classified pages. "You don't get on your knees and say, 'This economy has got me.' Be aggressive," he advises.

Among the special efforts was a Friday section with quarter-page classified display ads for "Used But Not Abused" autos. In addition, the paper now runs wedding announcements in the classified section, a weekly classified directory of church services, and seasonal sections devoted to income tax accountants and recreational vehicle camping sites.

Some newspapers experiment with ideas

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that may not pay off in increased linage but do offer other benefits.

The Baton Rouge Morning Advocate and State-Times ran $30,000 worth of full- and half-page advertising space for a few weeks last year to promote the buying of new cars. No great surge in classified sales resulted, but auto sales increased—providing further proof of the power of newspaper promotion, says Classified Advertising Manager James T. Conner.

The Fort Worth Star-Telegram in April began a $150,000 campaign through its pages and in radio commercials to promote sales of new homes. To heighten interest in its classifieds, the paper is offering a $10,000 prize to the winner of a drawing that can be entered only after visiting a new house advertised for sale in the paper.

"We know the housing market will come back, but we don't want to wait. We want to help it happen," says Jerry Scott, classified advertising manager at the Star-Telegram, where real estate linage was down 12 percent in 1989.

Among the papers trying the new-categories approach to boosting classified is The Victoria (Texas) Advocate, which added categories for travel, adult day care, and lawn and garden services. "These were requests from our customers," says Classified Advertising Manager Sue Gopffarth.

Some papers have gone outside their circulation territory in search of advertisers. The Burlington (Vt.) Free Press has just assigned someone to sell to real estate firms 40 miles from Burlington, while the classified ad manager from the Worcester daily is going even farther—all the way to the high-tech areas of southern California—seeking employment recruitment ads.

Then there is the effort to improve the aesthetics of classified pages, which traditionally have been gray columns of agate.

The NAB Future of Advertising Project's Task Force on Classified Advertising last year offered possible design changes in an effort to enhance reader interest in newspaper classifieds, which research shows already have a readership level of 75 percent.

The Milwaukee Journal and the Milwaukee Sentinel took the cue and in January unveiled new classified sections that followed some of the FOA guidelines, including new graphic symbols for categories, a color lead-in on each classified section front and a larger type size of 6.5 points.

Classified Advertising Manager Harvey A. Schaefer says he initially was cool to the recommendations, then thought better of them after comparing the FOA prototype with the papers' classified sections.

BEYOND PRINT. Avoiding complacency and striving for innovation and creativity are the new rules in classified, newspaper executives say, and some of the most innovative efforts are being done electronically:

• About 25 U.S. dailies are using remote entry for classifieds, whereby a person can enter a classified ad into a personal computer and transmit it directly to the newspaper via telephone line. This feature is rapidly increasing among papers of all circulation sizes, according to Leslie F. Bernhard, president and chief executive officer of The Media Services Group Ltd., whose company, Ad-Star, supplies systems to 22 of the papers. "It took us four years to get to 20 and six months to get another 20 (commitments)," says Bernhard. "It's being accepted

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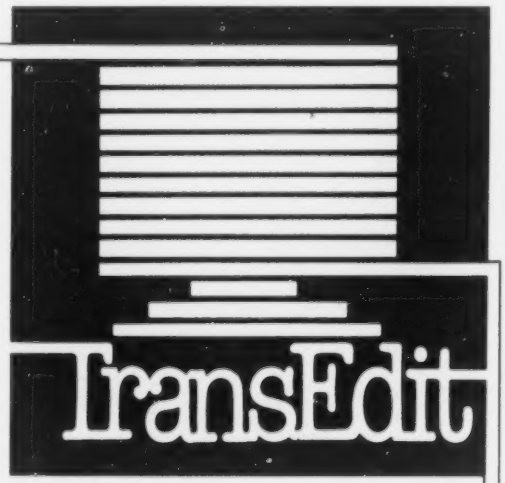

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• In May, the Atlanta Journal and Constitution expanded their "Career Talk" voice information audiotex employment service to accept complete resumes. Before that, jobseekers responding to a classified ad could call a special number and leave abbreviated resumes. The expansion allows for a more complete resume description by having the caller answer recorded questions. The Atlanta papers also provide published classifieds on videotex to 2,000 subscribers with PCs.

• New classifieds are on view on 4,200 PC screens in Fort Worth, 24 hours before they appear in the newspaper, as part of the newspaper's StarText videotex service.

• Eight months ago the Burlington paper added classifieds to the Nynex Info-Look gateway videotex service. The newspaper's offerings of classifieds and other information have attracted between 68 and 272 calls per month, according to Free Press Editor Rod Thornburg.

A number of other papers are actively reviewing the possible application of electronics to classified advertising.

The Houston Chronicle is about two years away from offering classifieds on audiotex and videotex systems, Sellars says, while Knight-Ridder estimates that in about 18 months some kind of videotex service with classified advertising may be offered by its newspapers, initially at the San Jose Mercury News.

"We're trying to work out the basics," says Dan Skudneski, manager of Knight-Ridder's Dialog Information Services Inc. "The biggest thing is to find out whether the marketplace really wants this. We can create the most beautiful information system in the world, but if we're not delivering something the public wants to use, then we haven't done our job."

Although a lot of people harbor some doubts as to the ultimate acceptance of classified advertising in electronic form, newspaper executives recognize the importance of continuing to experiment.

An electronic mailbox for classified never caught on at the Daily News in New York City, but the paper remains interested in the development of electronic applications to the classified department, says James N. Longson, vice president/facilities and systems development, and vice chairman of the ANPA Telecommunications Committee.

Longson says he is particularly intrigued by the StarText classified preview system in Fort Worth. Such a service, he says, "gives a paper a little extra reach in going after readers really hot to buy something and they don't want to wait for the paper. . . . Both the reader and advertiser benefit."

While newspaper executives say the experimental use of electronic information services is a defense against competitors, they note it is also an effort to demonstrate that the newspaper industry is modern-thinking and receptive to new ideas.

Welch believes widespread electronic information dissemination in the newspaper industry is several years away, but he is confident it is coming. The Atlanta classified ad director compares the spread of videotex and audiotex services to that of free-distribution home and auto publications.

"Years ago people were saying (the free publications) won't work; they'll just lie around. Well, 10 years later these things are all over the place, and newspapers are putting out their own to compete," says Welch. "You've got to be first in your market, and you have to get people used to you." □

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Minority, female employment inch up in second newspaper industry survey

The number of minorities and women working at U.S. daily newspapers has increased 2 percent each since 1988, according to ANPA's second industrywide survey.

The 1990 Survey of Employment of Minorities and Women in U.S. Daily Newspapers shows that daily newspapers are now staffed by 18-percent minority and 39-percent female employees. This compares with the 1988 survey findings of 16-percent minorities and 37-percent females [presstime, Sept. 1988, p. 54].

"I am pleased that minority hiring in the newspaper industry has increased," said Sandra C. Hardy, chairman of the ANPA Minority Opportunity Committee. "It is encouraging to find the publishers' concentrated efforts are leading to results."

However, work must be continued to raise the awareness of newspaper executives about the importance of a multicultural workforce, added Hardy, vice president of Calkins Newspapers in Levittown, Pa.

"I hope that we continue this trend and, in addition, that we increase the diversity of our editorial staffs and products to reflect and serve community diversity and interests," she said.

The survey concluded that the proportions of White and minority employees in the newspaper industry are "almost on par" with the country's total civilian labor force. According to National Planning Data Corp., minorities account for 22 percent of this year's civilian workers. While the proportion of minority workers at U.S. daily newspapers was increasing by 2 percentage points between 1988 and 1990, the increase among minorities in the overall workforce was 1 percentage point.

Proportions of White and minority employees are "almost on par" with the civilian labor force.

However, the newspaper industry is nine percentage points lower than the total workforce average in the proportion of females employed, 39 percent versus 48 percent.

Also, although minorities represent 13 percent of executives and managers in the U.S. workforce, 9 percent of newspaper executives and managers are minorities. Yet in this category, too, minority representation grew at a faster rate in the newspaper business than in the total labor pool—up 2 percentage points versus a gain of 1 point since 1988.

The greatest number of newspaper minority employees, 25 percent, work in the circulation department, according to the survey. This represents an increase of 6 percentage points over 1988. (See chart.)

The news/editorial, advertising, and marketing/promotion/research departments continue to have the lowest proportion of minorities.

Commissioned by ANPA and conducted by Belden Associates of Dallas, the survey was based on responses from 604 newspapers representing 566 markets. Questionnaires were mailed over the winter to 1,565 dailies including both ANPA members and non-members. The response rate was 36 percent of markets, 39 percent of newspapers.

Thirty-six percent of the responding papers said they had active, voluntary, affirmative-action programs. This is a decrease of 2 percentage points from 1988.

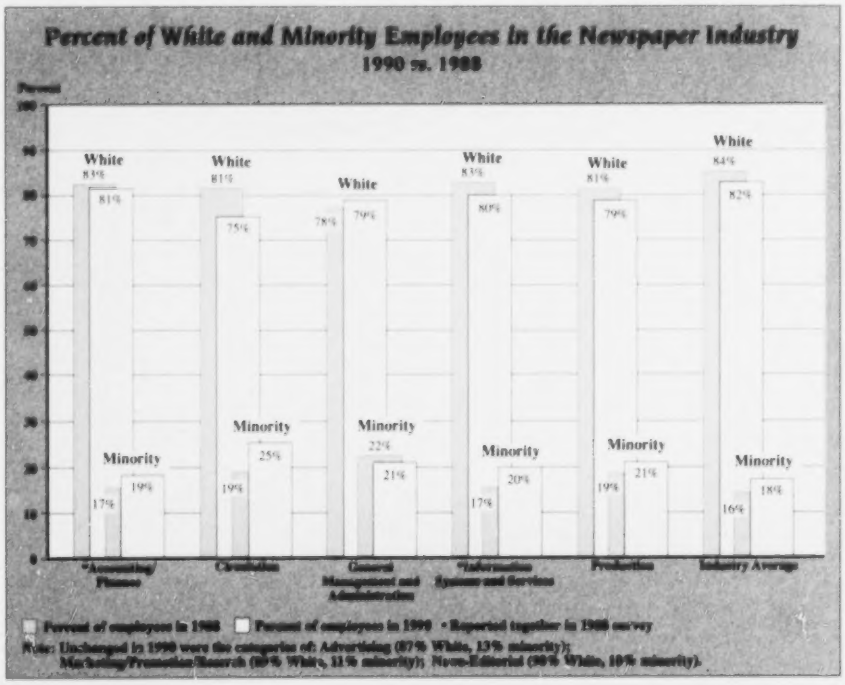
Following are the survey's summary reports by department:

• The **news-editorial** departments again have the smallest representation of minority employees in the business, 10 percent, unchanged from 1988. Eliminating clerical and administrative support staff, the figure drops to 8.5 percent of newsroom professionals; this is up from the 8 percent reported in the previous ANPA survey and from the 7.9-percent figure from the last annual survey by the American Society of Newspaper Editors [presstime, May, 1990, p. 76].

Minorities also compose 5 percent of newsroom supervisors, 9 percent of copy editors, 9 percent of reporters or writers, 11 percent of photographers or artists, 19 percent of clerical or administrative support staff, and 14 percent "other."

Women make up 39 percent of news-editorial employees compared with 37 percent in 1988—matching exactly the percentages for their overall representation at U.S. dailies during the two years.

• **Marketing-promotion-research** departments continue to have 11-percent minority employment. It breaks down this way: 10 percent of executives and managers, 9 percent of professional and technical employees, 18 percent of clerical or administrative support personnel, and 16 percent "other."


Percent of White and Minority Employees in the Newspaper Industry
1990 vs. 1988
White
Minority
Industry Average
Percent of employees in 1988
Percent of employees in 1990 • Reported together in 1988 survey

Women make up 62 percent of employees in these areas, down from 63 percent in 1988.

• **Advertising** departments also were unchanged at 13-percent minority employment—7 percent of executives and 10 percent of professional and technical employees, 12 percent of salespeople, 21 percent of clerical or administrative support staff, and 12 percent "other."

Women make up 67 percent of advertising employees, an increase of 1 percentage point.

• **Accounting-finance-information services** have 19-percent minority employment, compared with the previous 17 percent. According to the new survey, 9 percent of executives and managers in these areas are minorities as are 14 percent of professional and technical employees, 24 percent of clerical or administrative support personnel, and 21 percent "other."

Women hold 66 percent of these jobs as a whole, down from 67 percent.

• **Production** departments have 21-percent minority employment, which represents another 2-point increase from '88. Eleven percent of production executives and managers are minorities. Other departmental figures are: professional and technical employees, 14 percent; skilled craftspeople, 16 percent; operators (semi-skilled), 21 percent; clerical or administrative support staff, 27 percent, and "other," 34 percent.

Women make up 20 percent of production employees, compared with 19 percent in 1988.

• **Circulation** departments, with the highest minority representation at 25 percent, have 14 percent of executives and managers who are minorities, as well as 11 percent of professional and technical employees, 25 percent of salespeople, 16 percent of skilled craftspeople, 29 percent of operators (semi-skilled), 30 percent of clerical or administrative support personnel, and 37 percent "other."

Women make up 36 percent of circulation employees, up from 33 percent in 1988.

• **General management and Administration** categories have 21 percent minority employment. This broad category encompasses publishers, other top executives and professionals, as well as janitorial and other services, and some clerical workers.

Minorities are 7 percent of executives and managers, 12 percent of professional and technical employees, 17 percent of clerical or administrative support staff, and 25 percent "other."

Women make up 43 percent of employees in this category, down from 45 percent in 1988.

Copies of the report are available from the ANPA Human Resources Department, The Newspaper Center, Reston, Va.

—Cynthia F. Wilson

Foote joins ASNE as minority affairs director

The American Society of Newspaper Editors has named Cornelius F. Foote Jr. as minority affairs director.

Foote had worked as a reporter for The Washington Post since November 1986, most recently as a general assignment and government reporter in the paper's Loudoun County bureau. Prior to that, he covered small business, employment and personal finance for The Miami Herald.

A regional director of the National Association of Black Journalists, Foote chairs the organization's Professional Chapter Task Force and serves as a member of its Internship and Scholarship committees. He also speaks Spanish, composes jazz for piano and teaches a writing course at American University in Washington, D.C.

Cornelius F. Foote Jr.

Foote, who received a master's degree in journalism from Northwestern University in 1984, succeeds Mireille Grangenois, who served as ASNE minority affairs director since August 1988. She has joined the Philadelphia Inquirer and Daily News as a marketing manager. □

Directory of high school workshops available

The first "National Directory of High School Journalism Workshops for Minority Students" is now available from the Dow Jones Newspaper Fund.

The free, 12-page booklet lists more than 56 programs on such topics as interviewing, reporting, writing, designing pages and taking photographs.

The directory, which will be updated annually, is organized by state and includes the name, date(s) and application deadline of each workshop. It is available from the fund at P.O. Box 300, Princeton, N.J. 08543-0300. □

Missouri Legislature lifts retroactive tax on newspapers

Missouri newspaper publishers will not have to pay three years of back sales tax under a bill passed by the Legislature.

"It passed in the Senate with an hour and 20 minutes left in the session at 4:40 p.m. (May 18)," said Doug Crews, executive director of the Missouri Press Association. "It is etched in my memory."

The bill now goes to Gov. John Ashcroft, who is expected to sign it. Since he will be receiving it after adjournment, under Missouri rules he will have 45 days (instead of the customary 15) to sign or it automatically goes into effect.

Newspapers will have to continue paying taxes on *current* sales, to comply with a Missouri Supreme Court ruling that removed their longstanding exemption from the tax [**presstime**, March 1990, p. 44]. Newspapers began collecting the tax Feb. 1.

The court had ordered newspapers to pay the three years of back sales taxes as part of its finding that newspapers are a taxable product and not a tax-exempt service. The Legislature's action supersedes that portion of the court's decision. □

Minnesota broadens access to meetings, records

Beginning Aug. 1, Minnesota news reporters will have an easier time doing their jobs. On May 3, Gov. Rudy Perpich signed into law a bill that significantly expands public access to meetings and records of public bodies.

The legislation was drafted in response to a state Supreme Court ruling last year that said public officials' meetings must be closed when information classified as private under the state's Data Practices Act is discussed. □

Shield laws expanded

Governors in Georgia and New York signed shield-law legislation expanding the protection of reporters in those states from contempt citations when they refuse to disclose sources or information obtained in news gathering.

The new Georgia law protects journalists in court proceedings in which they are not parties. New York broadened its shield law to protect journalists from having to disclose non-confidential information in court. A similar bill had been defeated last year [**presstime**, Aug. 1989, p. 42]. □

ANPA capital expenditure survey shows small decline in 1989 spending, 1990 projections

For the first time since 1983, newspapers participating in ANPA's annual survey of capital expenditures reported a slight decline in spending compared with the previous year. Survey participants reported capital outlays of nearly $1.5 billion, compared with nearly $1.6 billion reported in 1988.

However, comparisons are inexact because the number and mix of survey participants fluctuates from year to year. This year, 440 of the 1,100 plants that print ANPA-member newspapers responded to the survey—423 from the United States and 17 from Canada. That was 25 fewer than returned the ANPA questionnaires a year ago [**presstime**, June 1989, p. 98].

Survey participants said they plan to spend $1.2 billion on new equipment and buildings this year. Actual spending sometimes exceeds projections, as was the case in 1989 when expected spending had been put at slightly less than $1.4 billion.

Newspapers reported spending $439.5 million on plant expansion and modernization in 1989, down from $581.8 million a year earlier. Projected 1990 spending in this category is $418.3 million.

Telecommunications equipment purchases (excluding telephone systems) had a much steeper decline, from $21.1 million in 1988 to $14.9 million in '89. Another drop is indicated for this year, to $5.5 million.

There was an increase in 1989 spending for the broad range of other equipment—everything from presses and color scanners to newspaper vending machines and furniture. Survey participants spent just over $1 billion for new equipment, compared with $974.7 million in 1988. This year, spending of $810.3 million is projected.

A closer look at the survey reveals:

- Newspapers spent considerably less on new buildings in 1989 than they did in 1988. Last year's total was $170.4 million, compared with $382.1 million in 1988. Newspapers estimate an increase to $193 million this year.
- Plant additions were popular last year. Newspapers spent $100.9 million there, compared with $64.8 million in 1988. Estimated spending this year is $93.5 million.
- Plant modernization expenditures also increased in 1989, from $86.8 million to $90.5 million. Estimates for 1990 are for a sharp decrease to $46.9 million.
- Money spent for land, parking lots and garages increased greatly, from $48.1 million in '88 to $77.6 million. In 1990 another increase is projected, to $84.8 million.
- On the equipment side, outfitting the pressroom still represents the heftiest investment for newspapers. Spending for presses and related equipment was $397.8 million, compared with $386.2 million in 1988. Estimated spending this year is $305.8 million.
- Spending also increased in the packaging and distribution area—from $125.9 million in 1988 to $135.6 million. A drop to $88 million is estimated for this year.
- Spending for personal computers was $20.5 million, up from $17.4 million. This year newspapers estimate they will spend $16.9 million for PCs.
- There also was an increase in spending for desktop computer systems—to $8.5 million, up from $5.9 million. Projected 1990 expenditures total $6.5 million. □

Chart 1—1989 Estimates

Newspaper Plants Participating[1]	U.S. 423	Canada 17	Totals 440
Plant Expansion and Modernization			
New building	$162,903,570	$30,187,272	$193,090,842
Addition to existing building and/or satellite building	82,503,123	10,978,358	93,481,481
Modernization of existing building	44,737,182	2,119,856	46,857,038
Additional land, parking, garage	84,291,759	555,800	84,847,559
Subtotal	$374,435,634	$43,841,286	$418,276,920
Telecommunications	5,408,780	65,000	5,473,780
New Equipment			
Computers (hardware and software)			
Front-end systems—editorial, classified, advertising	$ 86,610,049	$ 2,262,361	$ 88,872,410
Business—accounting, circulation	56,529,123	1,442,988	57,972,111
Personal computers	16,210,809	733,241	16,944,050
Library systems	3,459,965	14,300	3,474,265
Desktop computers	5,705,840	798,084	6,503,924
Bar Coding	832,481	1,258	833,739
Composing room	25,527,783	1,277,394	26,805,177
Camera—platemaking, editorial photo department	14,420,487	2,873,805	17,294,292
Color scanners and color separation equipment	10,004,947	545,100	10,550,047
Pressroom	288,928,962	16,838,004	305,766,966
Mailroom	75,496,307	12,464,843	87,961,150
Newsprint handling and warehouse equipment	12,801,344	996,500	13,797,844
Energy, power and security management systems	9,327,110	63,000	9,390,110
New telephone and radio systems	14,830,953	86,004	14,916,957
Transportation—automobiles and trucks	33,229,911	1,434,902	34,664,813
New furniture and office equipment	28,100,424	1,756,923	29,857,347
Newspaper vending machines	8,408,632	979,163	9,387,795
Commercial or job printing equipment	2,580,784	58,821	2,639,605
Waste ink reclaiming equipment	702,613	0	702,613
Other	71,681,152	254,972	71,936,124
Subtotal	$765,389,676	$44,881,663	$810,271,339
Estimated Total Outlays	$1,145,234,090	$88,787,949	$1,234,022,039

[1] Figures represent only those ANPA-member plants reporting and not all daily newspapers.

Chart 2—1990 Expenditures

Newspaper Plants Participating[1]	U.S. 423	Canada 17	Totals 440
Plant Expansion and Modernization			
New building	$151,756,431	$18,628,705	$170,385,136
Addition to existing building and/or satellite building	99,840,757	1,100,000	100,940,757
Modernization of existing building	78,516,188	12,028,200	90,544,388
Additional land, parking, garage	77,386,171	260,000	77,646,171
Subtotal	$407,499,547	$32,016,905	$439,516,452
Telecommunications	14,626,714	230,000	14,856,714
New Equipment			
Computers (hardware and software)			
Front-end systems—editorial, classified, advertising	$ 109,415,169	$ 4,469,800	$113,884,969
Business—accounting, circulation	74,295,030	2,062,800	76,357,830
Personal computers	19,463,985	987,000	20,450,985
Library systems	7,486,651	210,000	7,696,651
Desktop computers	8,060,100	440,000	8,500,100
Bar Coding	250,500	0	250,500
Composing room	27,966,360	1,588,000	29,554,360
Camera—platemaking, editorial photo department	22,033,963	1,172,100	23,206,063
Color scanners and color separation equipment	18,769,952	358,000	19,127,952
Pressroom	379,185,957	18,643,700	397,829,657
Mailroom	131,650,518	3,969,400	135,619,918
Newsprint handling and warehouse equipment	16,938,650	115,100	17,053,750
Energy, power and security management systems	10,344,009	439,400	10,783,409
New telephone and radio systems	18,314,831	371,000	18,685,831
Transportation—automobiles and trucks	35,774,751	1,864,500	37,639,251
New furniture and office equipment	34,343,565	2,165,292	36,508,857
Newspaper vending machines	9,792,510	1,345,400	11,137,910
Commercial or job printing equipment	2,048,546	200,000	2,248,546
Waste ink reclaiming equipment	1,584,429	3,000	1,587,429
Other	62,593,833	396,000	62,989,833
Subtotal	$990,313,309	$40,800,492	$1,031,113,801
Total Outlays	$1,412,439,570	$73,047,397	$1,485,486,967